

ABSTRACT OF THE DISCLOSURE

A server apparatus comprises an information bubble managing unit for managing bubble data (information bubble) in which space range information including position information in a real physical space is correlated with desired supply information, an extracting unit for extracting supply information of bubble data including retrieval object space range information based on position information on a user terminal, a providing unit for providing the extracted supply information to the user terminal, and an information bubble movement control unit for updating at least position information of the bubble data to virtually move the information bubble in the real physical space. In providing an information service, it is possible to retrieve and refer information in an analog-like operation closer to human sensation in the user terminal by using an information bubble virtually registered in the real physical space, and provide information to many and unspecified users with a less number of information bubbles.